



## **Atharva Institute of Management Studies**

### **Activity / Event report**

Name of event : FACULTY SPEAKS, Episode 16

Date(s) of conduction : 24 November 2021

No. of participants : 19

Student coordinator/ committee : Sneha Kamalpuria (MMS)

Resource person : **Dr. Ansha Gupta** 

Designation : Assistant Professor

Contact no. :

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### **DESCRIPTION**

#### **Objectives:**

Mediation Analysis.

#### **Key Takeaways:**

- Mediation analysis investigates the mechanisms that underlie an observed relationship between an exposure variable and an outcome variable and examines how they relate to a third intermediate variable, the mediator.
- To understand the relevance of testing mediation effect, it is first necessary to understand the mediation effects.
- Understanding mediation effects with the help of a hypothesis model on direct relationship of self-esteem and happiness to grades.
- Effects:
  - Total effect
  - Direct effect
  - Indirect effect
- The need of a mediator in a model must be explicitly raised and justified up front by responding to two key questions:





- Why a mediator is needed?
- Which variable should be considered the mediator and why?
- Number of hypotheses:
  - Segmentation Approach (H1, H2, H3)
  - Transmittal Approach (H1)
- The mediation effect and Baron and Kenny's procedure and beyond.
- Testing the relation between antecedent (X) and outcome (Y).
- Advanced procedure for mediation analysis in PLS.
- Mediation analysis steps:
  - Step 1: Determining the significance of indirect effects.
  - Step 2: Determining the type of affect and/or of mediation.
- Types of mediation:
  - Full/complete mediation
  - Partial mediation
- Two types of partial mediation:
  - Complementary partial mediation
  - Competitive partial mediation
- Statistical evidence of relationships.
- Additional aspects for assessing mediation models fit and strength in PLS.
- Variance Accounted For (VAF).
- VAF = a \* b / a \* b \* c'
- Handling multiple mediator model.
- Few words from Dr. R.G. Ratnawat, Director, AIMS.
- Few words from Dr. Harshita Kumar, Director, AIMS.





# **FLYER OF THE EVENT**







Flyer Designed by: Piyush Chaudhary (MMS)





## **GLIMPSES**

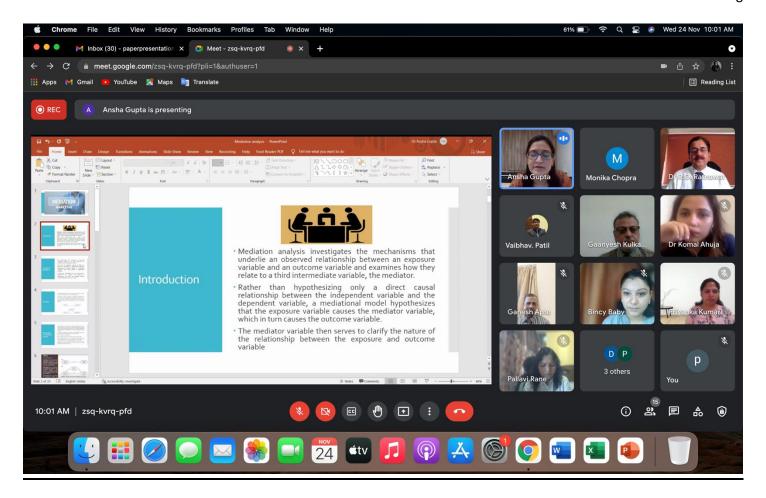






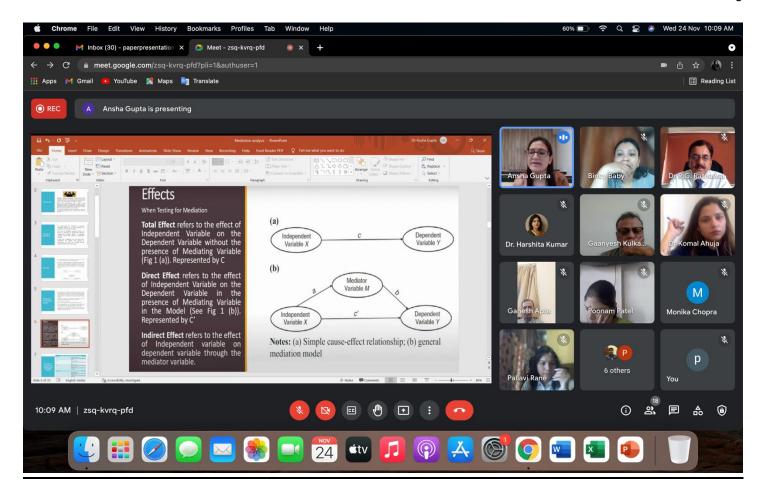






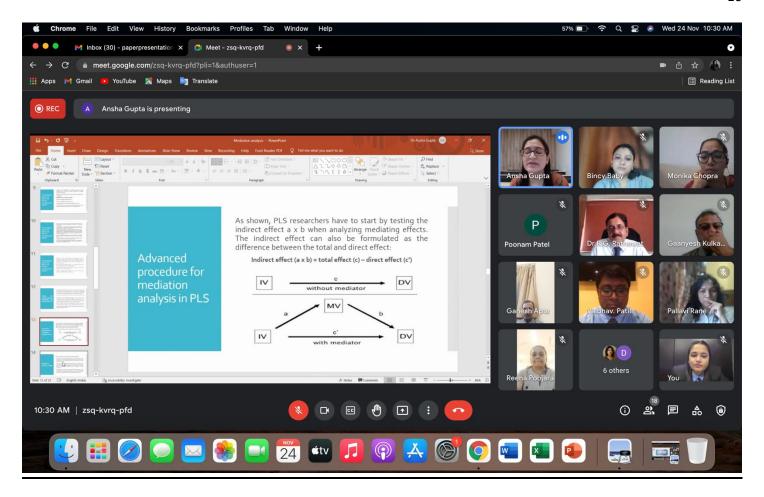






























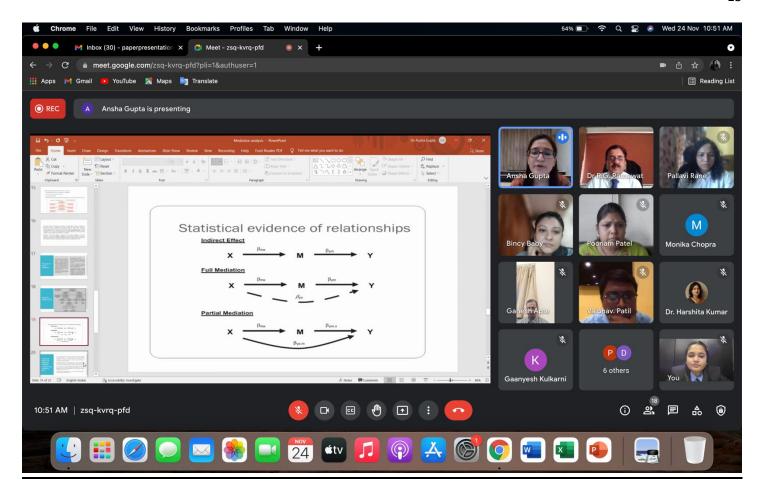












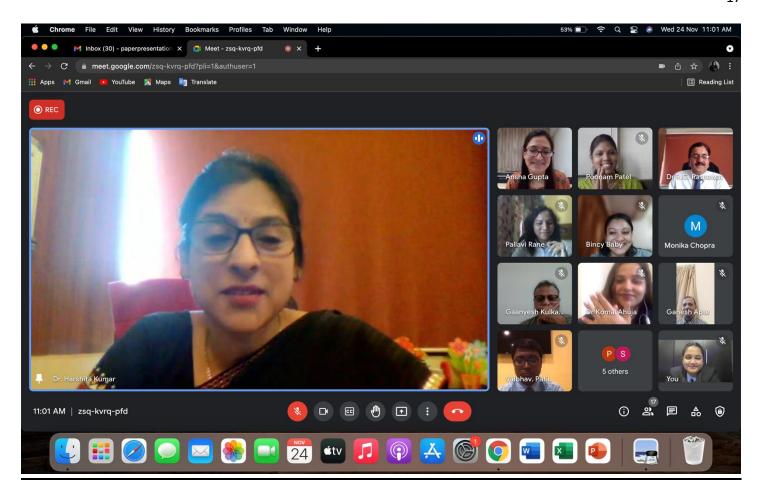


















EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

**Submitted to:** Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID paperpresentation@atharvacoe.ac.in

Live session was initiated by Sneha Kamalpuria.

